

1 **Patent Application**  
23 **FOOTWEAR WITH DISPLAY ELEMENT**  
45 **CROSS-REFERENCE TO RELATED APPLICATIONS**  
67 This application claims priority to co-pending U.S. Provisional Patent Application No.  
8

9 60/461,308, filed April 8, 2003, which is incorporated herein in its entirety.

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1718 **FIELD OF THE INVENTION**  
1920 The present invention relates to an article of footwear and in particular to footwear  
21 having a display element viewable through the outsole and methods of making such an article of  
22 footwear. Embodiments of the present invention are advantageous for providing footwear in  
23 which indicia and colors of a sports team can be viewed through defined portions of the outsole  
24 of a shoe.  
2526 **BACKGROUND OF THE INVENTION**  
2728 Athletic or other activewear shoes of a conventional construction generally have three or  
29 four separate parts. First, such shoes are provided with an outsole that is made of a durable  
30 material and that extends across the lower surface of the shoe. The outsole provides traction,  
31

1 protection, and a durable wear surface. A midsole is joined to the outsole to provide a  
2 cushioning layer to the wearer's foot. An insole is disposed between the midsole and the wearer's  
3 foot for additional cushioning. Usually, an upper formed of leather, synthetics, or other materials  
4 is joined to the midsole. The upper is designed to snugly and comfortably enclose the foot.

5       Conventional footwear designs provide decorations, embossed figures, and the like on the  
6 outer surface of the shoe soles. Such designs are generally worn off or degraded quickly after  
7 use of the footwear. Other footwear constructions utilize the insertion of an inset figure in a  
8 recessed area of the sole. While such figures maybe inset so as to be substantially flush with the  
9 walking surface of the sole, the figure design often wears off due to pressure of the foot against  
10 the shoe and walking or running surface. Also, the design can be obscured by mud and dirt.

11      Other shoe constructions involve embedding plugs in recesses in the outsole of the shoe. Such  
12 plugs function to provide reduce skidding, for example, in an infant's shoe, or to promote  
13 sliding, such as in a bowling shoe. These plugs, however, provide little or no decorative effect.

14       Other conventional footwear soles provide an insert for a decorative effect. In such  
15 designs, a transparent or translucent window in an outsole allows viewing of the unique design  
16 aspects of an insert within the outsole of the shoe. For example, one footwear sole construction  
17 provides a decorative insert mounted within a single outer surface ply of the outsole protected by  
18 a clear plastic element. In another construction, a footwear sole includes two attached layers.  
19 The first layer has an integral display element and is at least semi-transparent such that the  
20 display element is observable through the first layer. Yet another design includes an outsole  
21 upper surface extending peripherally about the outsole having an aperture in the outsole upper  
22 surface. A display article is disposed within the aperture and is observable through a transparent  
23 outsole bottom surface.

1       Another shoe sole design has an outsole and a cushioning insert visible through a  
2   transparent window located in the sidewall of the sole. The window opening weakens the  
3   sidewall and can adversely affect the durability and resiliency of the sole. In another  
4   arrangement, a transparent window is recessed into the outsole to prevent scuffing or abrasion  
5   which could obscure the view through the window. However, the recessed window has the  
6   disadvantage of reducing the wear surface of the sole.

7       In yet another design, a transparent or translucent cleated insert is mounted within an  
8   outsole aperture to provide a cleated window forming a portion of the outsole wear surface. A  
9   cushioning insert is mounted on top of the cleated window within a pocket in the upper portion  
10   of the outsole, such that the inserts are visible through the window so that the wearer can better  
11   appreciate the shoe construction and its function. Another disadvantage of conventional  
12   decorative shoe sole inserts is that such inserts are mounted in or are integral with the outsole of  
13   the shoe and are not easily interchangeable. Moreover, shoe sole display inserts are often  
14   provided for their novelty or entertainment value, while purchasers of shoes also seek  
15   performance value in terms of both proper support of the shoes and durability.

16       A conventional athletic shoe includes a transparent or translucent sole having a bore  
17   extending at least half the length of the sole and a tubular light source inserted into the bore.  
18   While this type of athletic shoe design allows for display of a light source which may be  
19   interchangeable, the shoe does not provide for display of logo indicia or coordinating team colors  
20   through the bottom of an outsole.

21       Thus, there is a need to provide footwear having a display element viewable through the  
22   outsole such that the display element is easily interchangeable. There is a need to provide such  
23   footwear that have display elements that have a decorative effect, that provide good support to a

1 wearer, and that are not susceptible to increased wear and tear. There is a need for such footwear  
2 in which indicia and colors of a sports team can be viewed through defined portions of the  
3 outsole of a shoe.

## **SUMMARY OF THE INVENTION**

7 The present invention provides an article of footwear having a display element viewable  
8 through the outsole and methods of making such an article of footwear. Embodiments of the  
9 present invention are advantageous for providing footwear in which colors and indicia of a sports  
10 team can be viewed through defined portions of the outsole of a shoe.

11 In an embodiment, an article of footwear includes an outsole, a midsole, and an insole.  
12 The footwear includes a display element having a shape and a thickness. The display element  
13 shape can be circular, oval, or other shape appropriate for display through a shoe outsole. The  
14 display element has a color, such as a color that coordinates with team colors of a sports team.  
15 In embodiments, the display element can include logo indicia, for example, a team mascot logo  
16 or a trademarked sports team logo.

17 In embodiments, a cut-out is formed in the midsole for receiving the display element.  
18 The display element has substantially the same shape and thickness as the midsole cut-out. In  
19 embodiments, a cut-out is formed in both the midsole and the insole and both cut-outs are  
20 aligned with each other. Each cut-out has substantially the same shape as the display element for  
21 fittingly receiving the display element. The combined thickness of the midsole cut-out and the  
22 insole cut-out is substantially the same as the thickness of the display element. A display  
23 element is inserted into either or both cut-outs, depending on the decorative effect desired.

24 In embodiments of the present invention, a display element has substantially the same  
25 dimensions as a cut-out into which the display element is inserted. As such, the display element

1       fits snugly in the cut-out, and is further supported in the cut-out by the outsole adjacent to the  
2       bottom of the display element and the pressure of a wearer's foot against the top of the display  
3       element. In addition, the top of a display element snugly inserted into a midsole cut-out can be  
4       supported in position by the presence of an insole on top of the display element.

5              The outsole includes a transparent portion through which a display element can be  
6       viewed from the outsole. In particular embodiments, a display element can be viewed from only  
7       the bottom of the outsole so that the display element can be viewed only when the shoe is raised.  
8       The midsole cut-out, display element, and outsole transparent portion can be located in the heel  
9       portion of the outsole or in the forward portion of the outsole. In embodiments, the outsole  
10      transparent portion is located in both the heel portion and the forward portion. Alternative, the  
11      entire outsole is transparent. When the display element is inserted into the cut-out in the midsole  
12      and/or insole, the display element is viewable through the transparent portion of the outsole.

13              In addition to an outsole, a midsole, a insole, a display element, and an outsole  
14      transparent portion, an article of footwear of the present invention includes an upper attached to  
15      the sole and defining a volume for enclosing a wearer's foot.

16              In embodiments of the present invention, an article of footwear includes a plurality of  
17      interchangeable display elements. The display elements can be interchanged in various  
18      combinations to coordinate with a school or sports team's colors and/or logo. For example, if a  
19      school's colors are orange and purple, an orange display element can be used when the team is  
20      dressed in predominantly orange uniforms. When the team is dressed in predominantly purple  
21      uniforms, purple display elements can be inserted into the cut-out(s). Alternatively, when the  
22      team is dressed in orange uniforms, purple display elements can be easily inserted into the cut-

1 out(s) as a contrasting color. Such interchangeable display elements are particularly useful for  
2 cheerleading shoes.

3 In embodiments of an article of footwear of the present invention, the shoe sole is formed  
4 from a moldable material. The moldable material can be thermoplastic and/or rubber. The  
5 midsole can be formed of a resiliently compressible material, such as a foam material. In some  
6 embodiments, the midsole foam material is ethylene vinyl acetate (EVA) or polyurethane, which  
7 compress resiliently under an applied load and dampen to provide cushioning. The outsole is  
8 preferably formed of a wear-resistant material, such as a carbon-black rubber compound.

9 Embodiments of the present invention include methods of making an article of footwear.  
10 One such method includes providing an article of footwear having an outsole, a midsole, and a  
11 an insole. The footwear includes a display element having a shape and a thickness. A cut-out  
12 having substantially the same shape as the display element is formed in the midsole for receiving  
13 the display element. At least a portion of the outsole is formed from a transparent material. The  
14 display element is interchangeably inserted into the cut-out. An upper defining a volume for  
15 enclosing a wearer's foot is attached to the shoe sole. When the display element is inserted into  
16 the cut-out in the midsole, the display element is viewable through the transparent portion of the  
17 outsole.

18 Other embodiments of a method include interchanging a plurality of the display elements.  
19 The display elements have a shape, for example, a circular shape or an oval shape. The display  
20 elements have a color, preferably a color that coordinates with team colors of a sports team. The  
21 display elements can further include logo indicia.

22 The thickness of the display element is the same as the thickness of the mid-sole so that  
23 the display element provides proper support to a wearer's foot. In embodiments, an article of

1       footwear has a cut-out in the midsole and the insole, and both cut-outs  
2       have substantially the same shape as the display element for receiving the display element. The  
3       thickness of the display element is the same as the combined thicknesses of the mid-sole and the  
4       insole the display element provides proper support to a wearer's foot.

5           The outsole includes a transparent portion through which a display element can be  
6       viewed from the bottom of the outsole. The outsole transparent portion can be located in the heel  
7       portion of the outsole or in the forward portion of the outsole. In embodiments, the outsole  
8       transparent portion is located in both the heel portion and the forward portion. Alternative, the  
9       entire outsole is transparent. When the display element is inserted into the cut-out in the midsole  
10      and/or insole, the display element is viewable through the transparent portion of the outsole.

11          Features of footwear with a display element viewable through the outsole and methods of  
12       making such footwear of the present invention may be accomplished singularly, or in  
13       combination, in one or more of the embodiments of the present invention. As will be appreciated  
14       by those of ordinary skill in the art, the present invention has wide utility in a number of  
15       applications as illustrated by the variety of features and advantages discussed below.

16          Footwear with a display element viewable through the outsole and methods of making  
17       such footwear of the present invention provides numerous advantages over prior footwear and  
18       methods for making the footwear. For example, the present invention advantageously provides  
19       footwear having a display element viewable through the outsole such that the display element is  
20       easily interchangeable.

21          Another advantage is that the present invention provides such footwear that have display  
22       elements that have a decorative effect.

1 Another advantage is that the present invention provides a non-reduced wear surface of  
2 the sole and provide good support to a wearer .

3 Another advantage is that the present invention provides such footwear having normal  
4 durability and resilience and that are not susceptible to increased wear and tear.

5 Another advantage is that the present invention provides such footwear in which indicia  
6 and colors of a sports team can be viewed through defined portions of the outsole of a shoe.

7 As will be realized by those of skill in the art, many different embodiments of footwear  
8 with a display element viewable through the outsole and methods of making such footwear  
9 according to the present invention are possible. Additional uses, objects, advantages, and novel  
10 features of the invention are set forth in the detailed description that follows and will become  
11 more apparent to those skilled in the art upon examination of the following or by practice of the  
12 invention.

## **BRIEF DESCRIPTION OF THE DRAWINGS**

16 Figure 1 is a side perspective view of a shoe sole showing an insole lifted away from a  
17 midsole, a midsole cut-out, and a display element viewable through the outsole in an  
18 embodiment of the present invention.

19 Figure 2 is a bottom perspective view of a right-foot shoe sole with a display element  
20 viewable through the heel and the forward portion of the outsole in an embodiment of the present  
21 invention.

Figure 3 is a bottom view of the embodiment of a right-foot shoe sole in Fig. 2, having a display element viewable through the heel and the forward portion of the outsole.

1 Figure 4 is a bottom view of a right-foot shoe outsole having a circular display element  
2 viewable through the heel and through the forward portion of the outsole in an embodiment of  
3 the present invention.

4 Figure 5 is a bottom view of a right-foot shoe outsole having an oval display element  
5 viewable through the heel and through the forward portion of the outsole in another embodiment  
6 of the present invention.

7 Figure 6 is a side perspective view of a right-foot shoe shown in Fig. 7, illustrating an  
8 upper attached to the midsole and outsole and having a display element viewable through the  
9 heel and the forward portion of the outsole in an embodiment of the present invention.

10 Figure 7 is a bottom view of the outsole of the shoe shown in Fig. 6, having a display  
11 element viewable through the heel and through the forward portion of the outsole.

## DETAILED DESCRIPTION

In embodiments of the present invention, an article of footwear includes a display element viewable through an outsole and methods of making such an article of footwear.

Figures 1-7 show such embodiments. For example, in the embodiment in Fig. 1, an article of footwear 10 comprises a midsole 20 having a cut-out 21 formed in the midsole 20. The midsole cut-out 21 has a shape 22 and a thickness 23. In the embodiment shown in Fig. 1, the midsole is made of an opaque material 24. A display element 30 has substantially the same shape 31 and thickness 32 as the midsole cut-out 21 so as to be fittingly insertable into the midsole cut-out 21. An outsole 40 has a transparent portion 41 (as shown in Figs. 2-5) overlying the midsole cut-out 21. When the display element 30 is inserted into the midsole cut-out 21, the display element 30 is viewable through the transparent portion 41 of the outsole 40. In embodiments, the display element 30 is viewable from the bottom 42 of the outsole 40 (as shown in Figs. 2-5).

1        While a right-foot shoe is depicted in Fig. 1, it is to be understood that similar elements  
2    are also present in embodiments of a left-foot shoe. That is, all elements of the present invention  
3    may apply to embodiments of either right-foot and/or left-foot footwear.

4        In the embodiments shown in Figs. 1 and 4, the shape 22 of the midsole cut-out 21 and  
5    the display element 30 is circular 25. In the embodiments shown in Figs. 2, 3, and 5, the shape  
6    22 of the midsole cut-out 21 and the display element 30 is oval 26. As shown in Figs. 2-5 and 7,  
7    the midsole cut-out 21 is located in both the heel 11 and the forward portion 12 of the outsole 40  
8    of the article of footwear 10. In embodiments, such as shown in Fig. 1, the midsole cut-out 21 is  
9    located in only the heel 11 of the article of footwear 10. In other embodiments (not shown), the  
10   midsole cut-out 21 is located only in the forward portion 12 of the article of footwear 10.

11        In embodiments of the present invention, the article of footwear 10 includes a plurality of  
12   interchangeable display elements 30. For example, display elements 30 can comprise one of  
13   various desired colors 33, as shown in Figs. 2-5. The desired color 33 can be a color 33  
14   coordinated with team colors of a sports team. As such, a plurality of display elements 30 are  
15   interchangeable in midsole cut-outs 21 such that display elements 30 having colors 33 of a  
16   particular school or team can be viewable through the bottom 42 of an outsole 40 of a shoe. By  
17   way of illustration, when a team wears particular colors for a “home” game, one color 33 of  
18   display elements 30 that coordinates with the “home” color can be displayed through the outsoles  
19   40 of team shoes. When “away” game colors are worn, display elements 30 having colors 33  
20   that coordinate with the “away” game colors can be displayed through the outsoles 40 of team  
21   shoes.

22        In addition, in another embodiment, midsole cut-outs 21 for a left-foot shoe and a right-  
23   foot shoe have the same dimensions. Accordingly, a display element 30 that has substantially

1 the same dimensions as the left-foot and right-foot shoe midsole cut-outs 21 can be used in either  
2 left-foot or right-foot shoe. As such, the display element 30 can be used interchangeably  
3 between the left-foot and right-foot shoes. Embodiments of the present invention can include  
4 display elements 30 that include logo indicia 34, as shown in Fig. 5. In other embodiments, logo  
5 indicia 34 can be embedded in the transparent portion 41 of the outsole 40, such that the logo  
6 indicia 34 are visible in front of the display element 30.

7 As shown in the embodiment in Fig. 1, the article of footwear 10 can have an insole 50 having  
8 a cut-out (not shown) having substantially the same shape as the midsole cut-out 21 and the  
9 display element 30 and aligned with the midsole cut-out 21 for fittingly receiving the display  
10 element 30 through the insole cut-out and into the midsole cut-out 21. In such an embodiment,  
11 the display element 30 thickness 32 is substantially the same as the combined thicknesses of the  
12 insole cut-out and the midsole cut-out 21.

13 In embodiments of the present invention, the midsole 20 and/or the display element 30  
14 can be made from a resiliently compressible material 27, 35, respectively. For example, the  
15 display element 30 can comprise a foam material or a gel pad. The outsole 40 can be made from  
16 a wear-resistant material. The transparent portion 41 of outsole 40 can be based on either  
17 thermoplastic or thermosetting resin systems and can be formulated from any elastomeric  
18 material that can be made into a clear product with a combination of sufficient strength,  
19 flexibility, and durability. Suitable elastomeric materials include synthetic elastomers based on  
20 homo and copolymer systems such as polycondensation polymers (for example, polyurethanes),  
21 ethylene-propylene based copolymers (for example, EPDM), other synthetic rubber materials  
22 (for example, SBR or neoprene), vinyl-based polymers (for example, polyvinyl chloride),  
23 polyacrylate copolymers, and the like.

1           As shown in Fig. 6, embodiments of the article of footwear 10 can include an upper 60  
2       attached to the midsole 20 and outsole 40 and defining a volume for enclosing a wearer's foot. In  
3       embodiments, a sock liner of an upper 60 is attached to the upper 60, for example by sewing,  
4       such that lifting the insole 50 to remove a display element 30 from and/or place a display  
5       element 30 into the midsole cut-out 21 is unimpeded by the sock liner. In embodiments of an  
6       article of footwear 10 of the present invention, the sock liner and/or other structures, including  
7       the insole 50, can include a moisture-management material. One such moisture-management  
8       material is Drilex, available commercially from the Faytex Corporation of Weymouth,  
9       Massachusetts.

10          In another embodiment, the article of footwear 10 includes a midsole 20 having a cut-out  
11       21 formed in the midsole 20, the cut-out 21 having a shape 22 and a thickness 23. A midsole  
12       insert (not shown) similar to display insert 30 has substantially the same shape as the midsole  
13       cut-out 21 so as to be fittingly insertable into the midsole cutout 21 and a thickness less than the  
14       thickness 23 of the midsole cut-out 21. The display element 30 has substantially the same shape  
15       31 as the midsole cut-out 21 so as to be fittingly insertable into the midsole cutout 21 and a  
16       thickness 32 less than the thickness 23 of the midsole cut-out 21. When the display element 30  
17       is inserted into the midsole cut-out 21 and disposed between the midsole insert (not shown) and  
18       the outsole 40, the midsole insert thickness and the display element thickness 32 together are  
19       substantially the same as the midsole cut-out 21 thickness 23. The outsole 40 has a transparent  
20       portion 41 overlying the midsole cut-out 21. In this arrangement, the display element 30 is  
21       viewable through the transparent portion 41 of the outsole 40. In such an embodiment, the  
22       midsole insert can comprise a cushioning material or a non-cushioning material.

1        Embodiments of the present invention include methods of making an article of footwear  
2        having one or more display element(s) viewable through the bottom of a shoe outsole. One such  
3        embodiment of a method includes forming a cut-out 21 in a midsole 20 of the footwear 10, the  
4        cut-out 21 having a shape 22 and a thickness 23. A display element 30 has substantially the  
5        same shape 31 and thickness 32 as the midsole cut-out 21 for fittingly inserting the display  
6        element 30 into the midsole cut-out 21. A transparent material is utilized to form a transparent  
7        portion 41 of an outsole 40 of the footwear 10 overlying the midsole cut-out 21. The display  
8        element 30 is then inserted into the midsole cut-out 21 so that the display element 30 is viewable  
9        through the transparent portion 41 of the outsole 40. Such an embodiment can include attaching  
10      the midsole 20 and outsole 40 to an upper 60 to define a volume for enclosing a wearer's foot.

11        In other embodiments of a method, a plurality of the display elements 30 is provided.  
12      Each of the plurality of display elements 30 has a color 33 or indicia. The display elements 30  
13      can be interchanged in one or more of the midsole cut-outs 21.

14        In other embodiments of a method, a cut-out (not shown) is made in the insole 50 of the  
15      footwear 10. The insole 50 cut-out has substantially the same shape as the midsole cut-out 21  
16      and the display element 30, and is aligned with the midsole cut-out 21 for fittingly receiving the  
17      display element 30 through the insole cut-out and into the midsole cut-out 21.

18        In yet other embodiments of a method, a midsole insert (not shown) is provided. The  
19      midsole insert has substantially the same shape as the midsole cut-out 21 for fittingly inserting  
20      into the midsole cutout 21. The midsole insert has a thickness less than the thickness 23 of the  
21      midsole cut-out 21. The display element 30 thickness 32 is less than the thickness 23 of the  
22      midsole cut-out 21. The display element 30 is inserted into the midsole cut-out 21, and disposed  
23      between the midsole insert and the outsole 40. In this arrangement, the midsole insert thickness

1 and the display element 30 thickness 32 together are substantially the same as the midsole cut-  
2 out 21 thickness 23. The display element 30 is viewable through the transparent portion 41 of  
3 the outsole 40.

4       Although the present invention has been described with reference to particular  
5 embodiments, it should be recognized that these embodiments are merely illustrative of the  
6 principles of the present invention. Those of ordinary skill in the art will appreciate that  
7 footwear with a display element viewable through the outsole and methods of making such  
8 footwear of the present invention may be constructed and implemented in other ways and  
9 embodiments. Accordingly, the description herein should not be read as limiting the present  
10 invention, as other embodiments also fall within the scope of the present invention.

11